DUPLINVOICE



WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222 Billing: (407)389-7661

www.wesh.com

Billing Address:

Mundy Katowitz Media Attention: Accounts Payable 1322 G Street SE 4th Floor Washington, DC 20003

Send Payment To:
WESH
P O Box 26876
Lehigh Valley, PA 18002-6876
FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
943085-1	09/30/12	September 2012	08/27/12 - 09/24/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washingto	National

 Advertiser
 Product
 Estimate Number

 Priorities USA Action
 PRIORTIES USA
 1561

Flight Dates Order# Alt Order # 07897960 09/18/12 - 09/24/12 943085 Billing Type Deal # Billing Calendar Cash Broadcast Special Handling IDB# Advertiser Code Product Code 321 340 Agency Ref Advertiser Ref

Spots/

						Spots/			
ine	Start Date End Dat	e Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
	09/18/12 09/20/12 Class of Time - Pre-e		6:00-7:00 AM	-1-1	:30	2	\$1,200.00	NM	
١	Weeks: <u>Start Date</u> 09/17/12	<u>End Date</u> <u>MTWTFSS</u> 09/23/12 -1-1	Spots/Week 2	<u>Rate</u> \$1,200.00					
,	Spots: # Ch Day	Air Date Air Time Descri	ption	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WESHTu	09/18/12 5:59 AM M-F S	unrise @6AM	6:00-7:00 AM	:3	0 USATV02H	I		\$1,200.00 NM
	2 WESHTh	09/20/12 6:22 AM M-F S	unrise @6AM	6:00-7:00 AM	:3	0 PRATV121	9н		\$1,200.00 NM
	09/24/12 09/24/12 Class of Time - Pre-e		6:00-7:00 AM	M	:30	1	\$1,200.00	NM	
1	Weeks: <u>Start Dat</u> 09/24/12	<u>End Date</u> <u>MTWTFSS</u> 09/30/12 M	Spots/Week 1	<u>Rate</u> \$1,200.00					
	Spots: # Ch Day	Air Date Air Time Descri		Start/End Time	Lengi	h Ad-ID			Rate Type
	1 WESHM	09/24/12 6:29 AM M-F S	unrise @6AM	6:00-7:00 AM	:3	0 USATV02H			\$1,200.00 NM
	09/19/12 09/21/12 Class of Time - Pre-e		7:00-9:00 AM	1-1	:30	2	\$1,500.00	NM	
1	Weeks: <u>Start Dat</u> 09/17/12	<u>End Date</u> <u>MTWTFSS</u> 09/23/121-1	Spots/Week 2	<u>Rate</u> \$1,500.00					
	Spots: # Ch Day	Air Date Air Time Descri	ption	Start/End Time	Leng	th Ad-ID			Rate Type
	2 WESHW	09/19/12 7:26 AM NBC T	oday Show	7:00-9:00 AM	:3	0 PRATV121	.9н		\$1,500.00 NM
	1 WESHF	09/21/12 8:43 AM NBC T	oday Show	7:00-9:00 AM	:3	0 PRATV121	.9н		\$1,500.00 NM
	09/18/12 09/20/12 Class of Time - Pre-e		9:00-10:00 AM	-1-1	:30	2	\$800.00	NM	
	Weeks: Start Dat 09/17/12		Spots/Week 2	<u>Rate</u> \$800.00					
	Spots: # Ch Day	Air Date Air Time Descri	ption	Start/End Time	Leng	th Ad-ID			Rate Type
	1 WESHTu	09/18/12 9:38 AM Regis	& Kelly 9-10 AM	9:00-10:00 AM	:3	0 USATV02H	1		\$800.00 NM
	2 WESHTh	09/20/12 9:37 AM Regis	& Kelly 9-10 AM	9:00-10:00 AM	:3	0 USATV02H	ł		\$800.00 NM
5	09/19/12 09/19/12 Class of Time - Imme	NBC Today Show II	10AM-11AM notice	W	:30	1	\$700.00	NM	
	Weeks: Start Dat 09/17/12	e End Date MTWTFSS	Spots/Week 1	<u>Rate</u> \$700.00					
	Spots: # Ch Day	Air Date Air Time Descri	iption	Start/End Time	Leng	th Ad-ID			Rate Type
	1 WESHW	09/19/12 10:50 AM NBC 7	Today Show II	10AM-11AM		30 USATVOZE	1		\$700.00 NM
6	09/24/12 09/24/12 Class of Time - Pre-e		10AM-11AM	M	:30	1	\$700.00	NM	

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943085-1	09/30/12	September 2012	08/27/12 - 09/24/12

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORTIES USA	1561

WWW.\	wesh.com										
								Spots/			
Line	Start Date	End Date	Descr	iption	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
6	09/24/12 Class of Tin		NBC 7	Today Show II notice	10AM-11AM	M	:30	1	\$700.00	NM	
	Weeks:	Start Date 09/24/12	End Da 09/30/1		Spots/Week 1	<u>Rate</u> \$700.00	h.				
	Spots: # Ch 1 WE			Air Time Descrip		Start/End Time 10AM-11AM		<u>h</u> <u>Ad-ID</u> 0 PRATV1219H			<u>Rate Type</u> \$700.00 NM
7	09/20/12	09/20/12	NBC 7	Today Show III	11AM-12PM/10-11 <i>k</i>	T	:30	1	\$600.00	NM	
-	Class of Tin Weeks:	ne - Pre-emp	market entre		0	D. I	73		•		
		Start Date 09/17/12	End Da 09/23/1	2T	Spots/Week 1	<u>Rate</u> \$600.00					
	Spots: # Ch 1 WE		1000 C 10	Air Time Description 11:51 AM NBC To		Start/End Time 11AM-12PM/10		h <u>Ad-ID</u> 0 PRATV1219H			<u>Rate</u> <u>Type</u> \$600.00 NM
8	3 09/24/12 Class of Tin	09/24/12 ne - Pre-emp		Today Show III notice	11AM-12PM/10-11	M	:30	1	\$600.00	NM	
	Weeks:	Start Date 09/24/12	End Da 09/30/1		Spots/Week 1	<u>Rate</u> \$600.00					
	Spots: # Ch 1 WE		Date Date	Air Time Description 11:27 AM NBC To		Start/End Time 11AM-12PM/10		h Ad-ID 0 USATV02H		V	<u>Rate</u> <u>Type</u> \$600.00 NM
9	09/19/12 Class of Tin	09/21/12 ne - Pre-emp			12:12:00-12:30 PM	1-1	:30	2	\$500.00	NM	
	Weeks:	Start Date 09/17/12		te MTWTFSS	Spots/Week 2	<u>Rate</u> \$500.00					
	Spots: # Ch			Air Time Descrip		Start/End Time	Leng	th Ad-ID			Rate Type
					OON NEWS 12-12:30	12:00-12:30 PM		0 PRATV1219H			\$500.00 NM
	2 VVE	SHF 09			OON NEWS 12-12:30	12:00-12:30 PM	1 :3	0 USATVO2H			\$500.00 NM
10	09/24/12 Class of Tin	09/24/12 ne - Pre-emp	ptible with		1:00-2:00 PM	M	:30	- 1	\$600.00	NM	
	Weeks:	Start Date 09/24/12	End Da 09/30/1		Spots/Week 1	<u>Rate</u> \$600.00			- 5		
	Spots: # Ch 1 WE		<u>Date</u> /24/12	Air Time Description 1:28 PM Days of		Start/End Time 1:00-2:00 PM		th <u>Ad-ID</u> 80 PRATV1219H			<u>Rate</u> <u>Type</u> \$600.00 NM
1	1 09/19/12 Class of Tin	09/19/12 ne - Pre-emp		COURIC DAY	2-3PM	W	:30	1	\$300.00	NM	
	Weeks:	Start Date 09/17/12		te MTWTFSS	Spots/Week	<u>Rate</u> \$300.00			1000		
	Spots: # Ch	SUSTRILL NO TOTAL		Air Time Descrip		Start/End Time	Leng	th Ad-ID			Rate Type
	1 WE	SHW 09	/19/12	2:25 PM KATIE	COURIC DAY	2-3PM	::	30 USATVO2H			\$300.00 NM
12	2 09/21/12 Class of Tin	09/21/12 ne - Pre-em		E COURIC DAY notice	2-3PM	F	:30	1	\$300.00	NM	
	Weeks:	Start Date 09/17/12	End Da 09/23/1		Spots/Week 1	<u>Rate</u> \$300.00					
	Spots: # Ch			Air Time Descrip		Start/End Time		th Ad-ID			Rate Type
	1 WE	SHF 09	/21/12	2:45 PM KATIE	COURIC DAY	2-3PM	:	30 PRATV1219H			\$300.00 NM
13	3 09/20/12 Class of Tin			-4 PM emptible without	3:00-4:00 PM notice	T	:30	1	\$500.00	NM	
	Weeks:	Start Date 09/17/12	End Da 09/23/1		Spots/Week 1	<u>Rate</u> \$500.00					
	Spots: # Ch 1 WE	<u>Day</u> <u>Air</u> SHTh 09	r Date	Air Time Description 3:48 PM M-F 3-		Start/End Time 3:00-4:00 PM		th Ad-ID 30 USATV02H			<u>Rate Type</u> \$500.00 NM
14	1 09/24/12 Class of Tir	09/24/12 ne - Immedia		-4 PM emptible without	3:00-4:00 PM notice	M	:30	1	\$500.00	NM	
	Weeks:	Start Date 09/24/12		te MTWTFSS	Spots/Week 1	<u>Rate</u> \$500.00		-			

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WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

 Invoice #	Invoice Date	Invoice Month	Invoice Period
943085-1	09/30/12	September 2012	08/27/12 - 09/24/12

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORTIES USA	1561

ww.wesh.c	com										
								Spots/			
		End Date	Descri		Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
14 09/2 Clas		09/24/12 ie - Immedia	M-F 3- ately Pre-	-4 PM emptible without n	3:00-4:00 PM otice	M	:30	1	\$500.00	NM	Berther 18 July Protect to
Spo	ots: # Ch	Day Air		Air Time Descrip		Start/End Time		n Ad-ID			Rate Type
	1 WE	SHM 09.	/24/12	3:46 PM M-F 3-4	PM	3:00-4:00 PM	:30) USATVO2H			\$500.00 NM
15 09/ Cla		09/21/12 ne - Pre-emp		-5 PM NEWS notice	M-F 4-5 PM	1-1	:30	2	\$1,000.00	NM	
Wee		Start Date 09/17/12	End Dat 09/23/1		Spots/Week 2	Rate \$1,000.00					
Spo		Day Air		Air Time Descrip		Start/End Time	Lengt	h Ad-ID			Rate Type
			/19/12	4:41 PM M-F 4-5		M-F 4-5 PM		0 PRATV121			\$1,000.00 NN
	1 WE	SHF 09	/21/12	4:55 PM M-F 4-5	PM NEWS	M-F 4-5 PM	:3	0 USATV02H			\$1,000.00 NN
16 09/ Cla		09/20/12 ne - Pre-emp		-6 PM ROT notice	5:00-6:00 PM	-1-1	:30	2	\$1,400.00	NM	
Wee		Start Date 09/17/12	End Da 09/23/1		Spots/Week 2	<u>Rate</u> \$1,400.00					
Spo	_	Day Air		Air Time Descrip		Start/End Time		h Ad-ID			Rate Type
		SHTu 09		5:11 PM M-F 5-6		5:00-6:00 PM		0 USATV02H			\$1,400.00 NN
		SHTh 09		5:24 PM M-F 5-6		5:00-6:00 PM		0 PRATV121			\$1,400.00 NM
17 09/3 Cla		09/24/12 ne - Pre-em		-6 PM ROT notice	5:00-6:00 PM	M	:30	1	\$1,400.00	NM	
Wee		Start Date 09/24/12	End Da 09/30/1		Spots/Week 1	<u>Rate</u> \$1,400.00					
Spo		Day Air		Air Time Descrip	•	Start/End Time	Lengt	h Ad-ID			Rate Typ
	1 WE	SHM 09	/24/12	5:53 PM M-F 5-6	PM ROT	5:00-6:00 PM	:3	0 PRATV121	9н		\$1,400.00 N
18 09/ Cla		09/20/12 ne - Pre-em	M-F E	intertainment Toni notice	gł7:00-730 PM	T	:30	1	\$2,000.00	NM	
Wee		Start Date 09/17/12	End Da 09/23/1		Spots/Week 1	Rate \$2,000.00					
Spo	ots: # Ch			Air Time Descrip		Start/End Time	Lengt	h Ad-ID	Fa		Rate Typ
	1 WE	SHTh 09	9/20/12	7:25 PM M-F En	tertainment Tonight	7:00-730 PM	:3	0 USATV02H	ĺ		\$2,000.00 N
19 09/ Cla		09/18/12 ne - Pre-em			Access Hollywood	-T	:30	1	\$2,000.00	NM	
Wee	eks:	Start Date 09/17/12	End Da 09/23/1		Spots/Week 1	Rate \$2,000.00					
Spo	ots: <u>#</u> Ch	Day Ai	r Date	Air Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Typ
	1 WE	SHTu 09	9/18/12	7:43 PM M-F Ac	cess Hollywood	Access Hollywo	od / :3	0 USATV02H			\$2,000.00 NI
20 09/ Cla		09/21/12 ne - Pre-em		Tonight Show	11:35P-12:35XM	F	:30	1	\$1,000.00	NM	
We	eks:	Start Date			Spots/Week	Rate					
Spc	ots: # Ch	09/17/12 Day Ai	09/23/1 r Date	2F Air Time Descrip	1 otion	\$1,000.00 Start/End Time	Lena	th Ad-ID			Rate Typ
	1 WE		9/21/12	12:11 AM NBC To	77 N. O. AMERICA	11:35P-12:35XI		0 PRATV121	L9н		\$1,000.00 N
21 09/ Cla		09/23/12 ne - Pre-em		Sunrise@6-8 AM	6:00-8:00 AM	S	:30	1	\$450.00	NM	-
100.00	eks:	Start Date	End Da	ate MTWTFSS	Spots/Week	Rate					
Spc	ots: # Ch	09/17/12 <u>Day Ai</u>	09/23/1 ir Date	2S Air Time Descrip	1 otion	\$450.00 Start/End Time	Lena	th Ad-ID			Rate Typ
- 17 -		SHSu 09		6:11 AM Sun Su		6:00-8:00 AM		30 USATV02	1		\$450.00 N
22 09/ Cla		09/22/12 ne - Fixed N		U 6-6:30 PM	SA/SU 5:58-6:30 P	!S-	:30	1	\$1,200.00	NM	
Service Co.	eeks:	Start Date	End Da	ate MTWTFSS	Spots/Week	Rate					
Sno	ots: # Ch	09/17/12 Day Ai	09/23/1 ir Date	12S- Air Time Descrip	1	\$1,200.00 Start/End Time	Lena	th Ad-ID			Rate Tur
Spc	ota. # Oll	Day Al	Date	VII LILIE DESCI	DUOII	Standend Hille	Leng	III AU-ID			Rate Typ

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Payment Terms 30 Days

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice Month Invoice Period Invoice # **Invoice Date** 943085-1 09/30/12 September 2012 08/27/12 - 09/24/12

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORTIES USA	1561

www.wesh.com

						Spots/			
ne Start Date E	nd Date Desc	cription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
	9/22/12 SA/S Fixed Non Pre-		SA/SU 5:58-6:30 PI	S-	:30	1	\$1,200.00	NM	NACE OF THE PROPERTY OF THE PR
Spots: # Ch	Day Air Date	Air Time Descrip	otion	Start/End Time	Length	h Ad-ID			Rate Tyr
1 WESH	ISa 09/22/12	6:27 PM SA/SU	6-6:30 PM	SA/SU 5:58-6:3	30 Pl :30	0 USATV02H			\$1,200.00 N
	9/22/12 Sat. Pre-emptible wi	Entertainment this th notice	W7:00-8:00 PM	S-	:30	1	\$900.00	NM	-
	art Date End D /17/12 09/23/		Spots/Week 1	<u>Rate</u> \$900.00		,	2		_
Spots: # Ch	Day Air Date	Air Time Descrip	otion	Start/End Time	<u>Lengtl</u>	h Ad-ID			Rate Typ
1 WESH	See MG 23.2	Sat. Er	ntertainment this Week	7:00-8:00 PM	:0	0			\$900.00 N
2 WESH	ISa 09/22/12 MG for 23.1 09/2		BC PRIMETIME PREV	IEV 7PM TO 7:30P	PM :3	0 PRATV121	.9н		\$900.00 N
	9/23/12 SA/5 Fixed Non Pre-6	SU 6-6:30 PM emptible	SA/SU 5:58-6:30 PI	S	:30	1 .	\$1,200.00	NM	
	art Date End D /17/12 09/23/		Spots/Week	Rate \$1,200.00					
	Day Air Date	Air Time Descrip	otion	Start/End Time	e Lenat	h Ad-ID			Rate Ty
. –	ISu 09/23/12	6:22 PM SA/SU		SA/SU 5:58-6:		0 PRATV121	.9н		\$1,200.00 N
	9/19/12 M-F Pre-emptible wi	6-6:30 PM th notice	M-F 6-6:30 PM	W	:30	1	\$2,000.00	NM	
	art Date End D /17/12 09/23		Spots/Week	Rate					
	Day Air Date	/12W Air Time Descri	otion	\$2,000.00 Start/End Time	longe	h Ad-ID			Poto Tu
	IW 09/19/12	6:22 PM M-F 6-		M-F 6-6:30 PM		<u>n Ad-ID</u> () USATV021	ı		Rate Ty \$2,000.00 N
- I VVLOI	09/19/12	5.22 FIVI IVI-F 0-	0.00 I-IVI	Total Spots		31			ψ2,000.00

Gross Total

\$30,950.00

Agency Commission

\$4,642.50

Net Amount Due

\$26,307.50